



Request for Visual Services

AGENCY INFORMATION

Date of Request	Date Due (Confirm w/Visual Communications Center)
Agency Name	Agency Number
MO Number	
Line Number	ALC Number / Vendor Code
Service Authorized by	Authorized Signature
Agency Contact	Phone
Fax	Email Address

Visual Communications Center Use Only

Visual Communications Center Number

Project/Product Design Representative

Date Logged In

\$

ESTIMATED COST

(Given by Visual Communications Center & Approved by Agency)

PROJECT INFORMATION

Name of Project
Brief Description of Work
Audience

Type of Project

- | | |
|---|---|
| <input type="checkbox"/> Print Media | <input type="checkbox"/> Exhibit Design |
| <input type="checkbox"/> Exhibit Fabrication | <input type="checkbox"/> Presentation Media |
| <input type="checkbox"/> Internet Design/Multimedia | <input type="checkbox"/> Event Planning |
| <input type="checkbox"/> Interactive Multimedia | <input type="checkbox"/> Information Campaign |
| Other _____ | |

PRINT MEDIA SPECIFICATIONS

Publication Size	Number of Colors	
<input type="checkbox"/> Process	<input type="checkbox"/> Spot (PMS)	<input type="checkbox"/> Black Ink only
Special Features (binding, etc.)		
Photos Provided? <input type="checkbox"/> yes <input type="checkbox"/> no		
Illustrations Required? <input type="checkbox"/> yes <input type="checkbox"/> no		
Charts Needed/Data Provided? <input type="checkbox"/> yes <input type="checkbox"/> no		
Publication Includes Tables? <input type="checkbox"/> yes <input type="checkbox"/> no		
PDF File Needed? <input type="checkbox"/> yes <input type="checkbox"/> no		

EXHIBIT SERVICES SPECIFICATIONS

<u>Exhibit Structure</u>		
<input type="checkbox"/> Custom		
<input type="checkbox"/> Stock		
Provided by Client?	<input type="checkbox"/> yes	<input type="checkbox"/> no
<u>Copy writing Services</u>		
Copy Provided by Client?	<input type="checkbox"/> yes	<input type="checkbox"/> no
Copy writing Required?	<input type="checkbox"/> yes	<input type="checkbox"/> no
<u>Photo/Visual Research</u>		
Provided by Client?	<input type="checkbox"/> yes	<input type="checkbox"/> no
Photo/Visual Research Needed?	<input type="checkbox"/> yes	<input type="checkbox"/> no
Please attach additional instructions on separate sheet.		

PRESENTATION MEDIA SPECIFICATIONS

<input type="checkbox"/> Slides	Quantity	_____
<input type="checkbox"/> Charts/Graphs	Quantity	_____
<input type="checkbox"/> Presentation Boards	Quantity	_____
<input type="checkbox"/> Overheads	Quantity	_____
-with frames?	<input type="checkbox"/> yes	<input type="checkbox"/> no
Please attach additional instructions on separate sheet.		

For all other services, please meet with your Visual Communications Center Representative.

Requesting Visual Services

From the USDA Visual Communications Center



United States Department of Agriculture
Office of Communications
Visual Communications Center

TIPS TO MAKE YOUR PROJECT GO SMOOTHLY

When requesting visual services from the USDA Visual Communications Center, there are some steps you need to take to make your project go smoothly, and to help us meet your goals effectively, on schedule, and within budget.

BEFORE YOU BRING US THE AD-652

1. **Schedule a meeting with your Visual Communications Center Product Representative**, who can offer suggestions to help meet your project's objective. Your Representative will give you a written cost estimate.
2. **Speak to your Printing Representative to go over details of your project.** The Office of Communications Printing Center is available to help you define the scope of work for an accurate printing estimate and schedule for printing and distribution.
3. **Submit your manuscript for review to the Office of Communications' Editorial Center.** Final edits should be made before you bring the copy to the Visual Communications Center.
4. **Make sure that photos have been cleared by the Office of Communications' Photography Center.** Photographs not the property of USDA must be credited, and rights for use must be submitted in writing.
5. **Remember:** The turnaround time for each project varies—some may be considered rush, which can incur additional charges. Planning your project well in advance will help to ensure the most reasonable costs available.

FILLING OUT YOUR FORM AD-652

1. Fill out a complete project description on your Form AD652. Attach descriptive information if necessary.
2. Make sure the agency contact name and phone number is clearly written on the form.
3. The form must include correct appropriation, MO, ACL, and agency numbers.
4. The form must be signed by an authorized representative of your agency.

REMEMBER: The Visual Communications Center cannot start on a project until we receive your signed and completed Form AD-652.

Visual Communications Center Standard Terms and Conditions

Costs/Schedules

The Visual Communications Center agrees to provide all services outlined in the estimate/proposal. If, however, the Client changes any of the criteria during the project requiring additional services, extra fees may be charged. Also, schedule delays may impact final delivery date.

The Visual Communications Center will keep the Client informed of additional services that are required and obtain the Client's approval in writing for any services that cause the total fees to exceed those

Client Approvals

The Client will approve and proofread all final designs and type before camera-ready production. The Client is solely responsible for the accuracy of all text, and for processing required editorial reviews. Changes must be made in writing, and a final proof must be signed off before completion of production.

Copyright/Ownership

Ownership and usage rights of all creative material—illustrations, photography, and copy writing—must be negotiated and purchased when work is initiated.